



Jennifer Hines

GRAPHIC DESIGNER | ART DIRECTOR



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jenniferhinesdesign.com

PROFESSIONAL EXPERIENCE

JENNIFER HINES DESIGN

December 1999–Present

DESIGNER/OWNER

Design and produce a wide variety of marketing and promotional materials including catalogs, brochures, posters, print ads, and web banners for corporate and public agency customers • Print management • Client and vendor relations • Administrative responsibilities • Clients include: McKesson, Jossey-Bass, Cities of Lafayette, Pleasanton, Berkeley, Antioch, Walnut Creek, Zone 7 and Dublin San Ramon Services District.

JOSSEY-BASS PUBLISHERS

July 1996–December 1999

CATALOG DESIGN MANAGER

Oversaw the conceptualization, design and production of 13 four-color catalogs per year and all direct-marketing promotions for the Jossey-Bass/Pfeiffer imprint • Prepared print-ready files • Hired and directed freelance designers, production artists and photographers • Direct-marketing budget and scheduling.

FINELINE GRAPHICS

November 1991–March 1995

DESIGNER/OWNER

Designed and produced an array of projects including brochures, t-shirts, line art and corporate identity packages • Clients included: John Muir Medical Center, Stewart Title Company, San Francisco French Bread Company and Laura Scudders.

FOR RENT MAGAZINE

November 1989–July 1996

SENIOR DESIGNER/REGIONAL TRAINER

Created and produced print advertising for a national, bi-weekly, four-color magazine • Created marketing tools including direct-mail campaigns and trade show materials • Trained new designers in the Western region.

ACTIVITIES & POSITIONS

CASTLEWOOD PROPERTY OWNERS ASSOCIATION

January 2013–January 2016

BOARD MEMBER/SECRETARY

Responsible for attending bi-monthly board meetings, setting the agenda and taking and recording meeting minutes • Actively participated in discussions and decision making on behalf of the Association.

SANDRA J. WING HEALING THERAPIES FOUNDATION

March 2014–June 2015

BOARD MEMBER

Provided foresight, oversight and insight to insure the foundation had adequate resources to advance its mission • Acted as an advocate for the foundation's goals and mission through public outreach and fundraising events • Actively participated in making decisions on behalf of the organization.

SANDRA J. WING HEALING THERAPIES FOUNDATION

December 2013–June 2015

EDITOR, WINGSPAN NEWSLETTER

Oversaw the production of the Foundation's quarterly newsletter, wrote and edited articles and content • Collaborated with the writer's regarding editorial content and with the graphic designer regarding deadlines, layouts, photos and production concerns.

EDUCATION

NORTH TEXAS STATE UNIVERSITY

BFA | ADVERTISING DESIGN

MINOR | ADVERTISING JOURNALISM

AUGUST 1982–AUGUST 1987

SOFTWARE PROFICIENCY

INDESIGN



PHOTOSHOP



ILLUSTRATOR



ACROBAT PRO



QUARK XPRESS



MS OFFICE



POWERPOINT



SKILLS

- PHOTOGRAPHY
- BRANDING
- LOGO DESIGN
- INFOGRAPHICS
- ILLUSTRATION
- COPY WRITING
- COPY EDITING
- PRINT MANAGEMENT
- WEB DESIGN
- SIGNAGE

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